



Join the revolution.

ADVERTISING OPPORTUNITIES
2021 - 2022

ABOUT US

What is Booky Call?

Booky Call is an ingenious book discovery platform disguised as a dating app. By combining the proven psychology and functionality of dating apps with the innovative approach of crafting book reviews in the form of "humanized" dating profiles, we have created an app-based *Discovery Marketing Platform* that engages readers in a revolutionary way.

Who is Booky Call?



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COLEEN BOWMAN

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ADVERTISING OPPORTUNITIES



SALES ↑

CURATED LIBRARY LISTING

Our curated library will never have more than 5,000 books in its current library, providing a 160,000% better chance of an author's book being matched to one of our readers than on Amazon. Library listings last one year with an option for renewal to keep the book in the searchable archives.

RATE - \$250 (\$50 optional renewal subscription each year after)

BOOKY CALLS

We send out personalized "Booky Calls" directly to our users' phones twice a week (Wed & Sat nights) with hand-selected books matched specifically to their preferences.

RATE - \$500

BOOK OF THE DAY

We feature a single Book of the Day across our platform that will be viewed by every registered users who logs in that day.

RATE - \$750

PODCAST OF THE DAY

We produce, promote and feature a single Podcast of the Day that is recommended listening to our users.

RATE - \$450

BOOKY CALL TAKEOVER

We feature an author's book as the Book of the Day, Podcast of the Day and highlight it on all of our social media channels.

RATE - \$1500

TOP 5 LISTING

We feature five books in our "Take a Voyeuristic Peek" section of our app that are the first five books seen by unregistered users. These listings appear for seven consecutive days.

RATE - \$700

BOOKY CALL "SPEED DATING" FEATURE*

We feature 12 books in our monthly "Speed Dating Night" in collaboration with our independent bookstore partners. We highlight six fiction and six non-fiction books and drive app users to their local brick and mortar bookstores through the app.

RATE - \$1500 *Launching in Spring 2022



FAQs

What makes Booky Call different from other book apps?

Booky Call lets you swipe on a unique-to-you list, based on preferences you set, from our library of more than a thousand books to find your perfect match. When you view a book's profile, you can decide for yourself if it's right for you and swipe to the right on books you're interested in. Booky Call wants to know what you're into!

How does Booky Call select recommendations for readers?

Just like setting age or location preferences on a dating app, Booky Call wants to know what you love – and what you don't – in a book. The app uses these preferences, plus your interactions while swiping, to curate an all-star reading roster just for you. And you don't have to choose just one ... monogamy isn't Booky Call's thing.

Who is Boo?

The handsome guy in the derby hat? That's your new matchmaker, Boo, who has your best interests in mind. He listens to what you want and gives you the options you deserve. Tell Boo what you like, and he'll find your perfect match. And, to spice it up, Boo will also be hosting an accompanying podcast several times a week to pique your interest on the go. Boo likes to tickle every fancy!

Does Booky Call include reviews for the books in the library?

Booky Call dumped reviews for dating profile-style biographies that playfully, and informatively, tease readers. Conventional book apps rely on star systems and reviews, but imagine if dating apps did that? You can't judge a book by its cover, or by subjective reviews, because you might just miss out on the read of your life.

How do users access the book after a match in the app?

After you match with a book that catches your eye, it will slide into your DMs with buying options for print, eBook, and Audiobook editions.

Will users be able to support their local, independent bookstores if they use Booky Call?

Absolutely! Nice guys never finish last with Booky Call. When you purchase a book through the app, you'll be supporting local bookstores across the country through our partnerships with Bookshop.org and Libro.FM.

Where can I get the app?

We can't wait for you to check us out! You can book-up and download the free Booky Call app by visiting the Apple or Android app stores. We could never pick just one.



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